

## Relieving Back Pain Across the Globe with SAP<sup>®</sup> Business ByDesign<sup>®</sup>



**BackJoy Orthotics LLC**  
Boulder, Colorado  
[www.backjoy.com](http://www.backjoy.com)

**Industry**  
Life sciences

**Products and Services**  
Orthotics

**Employees**  
20

**Revenue**  
US\$7.4 million

**SAP<sup>®</sup> Solutions**  
SAP<sup>®</sup> Business ByDesign<sup>®</sup> solution

Founded in 2005, BackJoy is improving its customers' quality of life by helping them keep their backs strong and pain free. The BackJoy team envisions a world in which everyone gets more out of life by keeping their backs fit. Making this vision a reality, a broad range of BackJoy's specialty products are at work in 40 countries, giving people's backs daily tune-ups.

### Before: Challenges and Opportunities

- Grow and transform the business through digitalization to reach more customers and target them better
- Revamp IT infrastructure to support global business operations and continue international expansion

### Why SAP and Navigator Business Solutions

- True cloud solution that frees BackJoy from having to maintain a dedicated IT team
- Global ERP solution that supports business processes end to end
- Smooth, inexpensive deployment that leverages remote resources
- Implementation approach built in to the solution
- Preconfigured integration capabilities over the iConnect add-on from Navigator Business Solutions

### After: Value-Driven Results

- Ability of offices in different countries to work with the same solution as headquarters
- Live access to data worldwide, enabling management to steer the business in real time
- Improved control over cost and headcount through remote business management
- Support for entering new markets and territories
- Stronger focus on core competencies due to the solution's built-in best-practice support

**“With SAP Business ByDesign, we have been able to run and grow the business with fewer people – just by working with one solution across the globe and being able to manage the business remotely in real time.”**

Tre Vertuca, President and COO, BackJoy Orthotics LLC

Featured Partner



## Improved

Margin by being able to grow with less headcount

1

Solution for headquarters and all offices globally

## International

Expansion with a solution that supports multicountry business operations